

LEO BURNETT U.S.A.

Ad No. 2081-C2 - (SNOWFAKE LEADER) - reg. No. M96865 - Jr. Page, B&W, Bleed - (7 5/8" x 11")
Printed in U.S.A.

Kentucky Farmer, 1987
(604)

Get the flavor of these leading brands, but less tar.



Breakaway to Merit.

Breakaway to flavor.



Kings King "tar" 0.5 mg nicotine av per cigarette, FTC Report Feb '85.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Comparisons based on king-size version of products shown and "tar" levels from Feb. 85 FTC Report or by FTC method.